

Success with Roses®

THE STAR ROSE MAGAZINE FOR ROSE LOVERS EVERYWHERE



The Biggest Flower Show in the East

Travelers along U. S. Route 1 at any time in July, August, September and early October can treat themselves to one of Nature's most brilliant spectacles by stopping just south of West Grove, Pennsylvania, for a look at the vast rose fields. This is rose country . . . broad, gently rolling fields which are resplendent in the summertime with the beauty of millions upon millions of rose blooms. It is a breathtaking sight, an eye-filling sight—one which the imagination finds difficult, if not impossible, to grasp, for it is the beauty of one rose multiplied by infinity. The beauty of it all, as we say, is that the passerby is welcome to stop and feast his eyes and soul.

The rose plantings are laid out in large blocks with grass strips between them so that it is easy to drive one's car right alongside the roses for firsthand observation. Many people make this an opportunity for taking pictures in color, and it can be taken for granted that in many a winter-bound living room the showing of these rose fields on a projection screen almost literally turns the bleakness of winter into the beauty of summer, for a moment at least. From Nova Scotia to Key West on the eastern seaboard, there is no comparable expanse of rose beauty, and a visit here in season is always a worthwhile and rewarding experience.

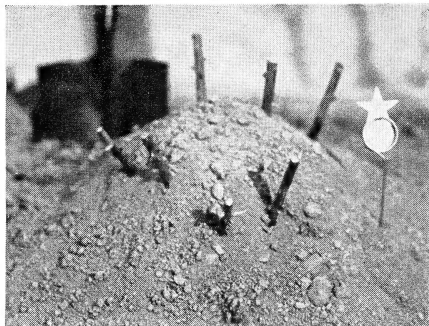
Springtime Is Rosetime

Roses and springtime go together like love and marriage, and, as the song says, "You can't have one without the other." You can't, that is, if you have an eye for the beauty of the Queen of Flowers. It is conceded that some gardeners prefer other flowers to the rose, but they are in the minority.

With springtime just about upon us, it seems wise to remind you that there is a best way to plant a rose, and that your reward from your rose garden will be the greater if you do it right. The instructions you receive with your package of rose plants give you in detail all the information you need about digging the hole and preparing the soil, as well as actually planting the rose. It occurs to us, however, that something should be said here toward a clearer understanding of the importance of doing two things in particular: 1. **Keeping the roots moist during the planting operation,** and 2. **Hilling up the canes after planting.**

Remember that the plants you receive in spring have lain dormant, or in a sleeping condition, since they were harvested last fall. Under closely controlled conditions of humidity and temperature, they have been maintained in that state until you actually received them. Even in transit to you, the root systems in their polyethylene wrappings have been preserved properly moist. They should go into the ground this way, too! A good way to keep them away from drying air, sun and wind is to put the roots in a bucket of muddy water until you are ready to plant. They'll keep 2 weeks.

The second point is equally important, perhaps even more so. It is where a good many rose gardeners go wrong, possibly because they do not understand why the canes should be hilled up. The reason is not the obvious one; that is, to protect them from a possible late frost. Roses newly planted in spring should be hilled in order to



keep the canes from drying out and shriveling during the two weeks or so in which the roots are getting established. Until the roots are established, the canes receive little or no sustenance from them. They are in this period particularly susceptible to damage resulting from exposure to air, sun and wind. The safe and sure thing to do, therefore, is to protect the canes by practically burying them with soil. This can be removed when the first shoots are seen to be pushing themselves through that soil. When you see the new shoots, you know that the roots are providing food and that the plant is ready to fend for itself.

The picture above needs no explanation. And come to think of it, neither does the one below! Both are good examples of the proverb about one picture being worth a thousand words. (Editor's comment: although there is some truth in the proverb mentioned above, in defense of any writer it must be said that the proverb itself is not painted but written!)

Copyright 1960 by The Conard-Pyle Co.

Printed in U. S. A.



Do you think that your favorite rose color is the most popular? Let's find out.

Color is an elusive quality. I think you will agree with that statement if you have ever tried to carry a color "in your eye" long enough to match it at the paint store or the draper's shop. The difficulty seems to be that each basic color has a thousand tones or shades, and each of them has a qualifying name or number. So—not being color experts or technicians—you and I resort to what seems to be a reasonable solution by likening a given color to something we know; and we call it "spinach green" or "sky blue" or "buttercup yellow."

ABOUT ROSE COLORS AND WHICH IS MOST POPULAR

By THE EDITOR

These are loose descriptions, but they seem to convey something of what we mean when we use them. In much the same way where rose colors are concerned, all of us, I think, tend to lump together all colors in simple classifications such as red, yellow, white, pink. Where, for instance, is the dividing line between deep pink and light red? Rather than thrash the question out in our own minds, we are likely to want to forget the fine gradations and settle for what it pleases us to call the category itself.

I happen to like red roses best. If your favorite is yellow and that of someone else is pink or white, it should be of interest to all of us to find out whose favorite is most popular. With this in mind, I dug into our rose sales records for the fall of 1958 and the spring of 1959, realizing as I did so that the results might be more surprising than world-shaking.

Taking each of the more than 100 varieties of roses on our list, I classified it in one of the following groups: red, pink, yellow, white, multicolor, lavender, orange and tan. Then, by taking varieties in each color group and adding the individual sales figures, I arrived at a total number sold in each color group. Translating these figures into percentages of all roses sold gave the scores for each color.

According to sales of Star Roses then, the most popular color is not red (as I thought)—nor yellow—nor white—but pink!

Our pink varieties represented 31.8% of total sales. Next in line were the red roses with 24.9%; followed in descending order by the yellows with 15.7%, the multicolors with 9.5%, the white roses with 9.2%, the orange blends with 4.5%, and finally the tan and the lavender roses with even smaller percentages of the total.

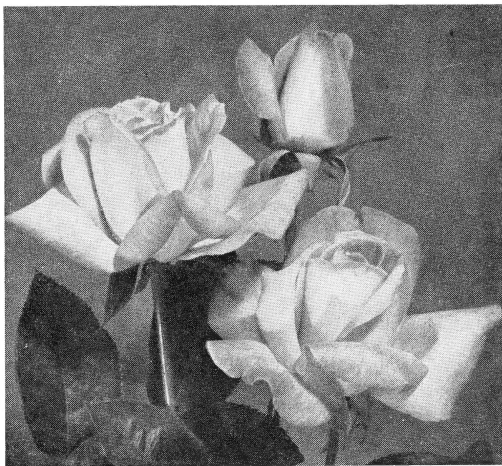
Another way to look at it is to compare the individual sales leaders; and taking the 15 best selling varieties, we find that 5 were pink, 4 were red, 2 were yellow and 2 multicolored, 1 was orange and 1 was white.

Another interesting fact is that among the 15 best selling roses 14 were Hybrid Teas and 1 was a Grandiflora. A reason for the preponderance of Hybrid Teas among the leading sellers may lie in another quality in roses apart from beautiful color. I refer to shape or form of both bud and bloom. Taken by itself, good form in a rose can be mighty appealing whether or not you like the color of that rose. Taken together, good form and your favorite color become totally irresistible. Apparently, a good many other people think so, too. To point that up for you, I have included on this page a photo of Confidence whose outstanding form and lovely pink blend of coloring make it one of the leading 15. Hybrid Teas as you will remember, are noted for distinctive form and good size.

As for rose popularity quite apart from color, the figures show that after Hybrid Teas, the Floribundas, the Climbers, the Grandifloras and the miscellaneous kinds come next in that order.

One thing no figures could show, and a good thing, too, is why some people prefer one color and some another. In this matter, as in all matters of personal taste, feeling and opinion, individual choice is what makes life interesting. What a dull world it would otherwise be!

This thought has been expressed in many languages and in many ages of civilization. For instance, the ancient Romans said, "De gustibus non est disputandum;" the modern French say, "Chacun à son goût;" in English it all means, "Every man to his own taste."



Success with Roses®

REG. U. S. PAT. OFFICE

Editor, JOHN MILTON

Reprinting matter from this paper is permitted if credit is given to "Success with Roses," West Grove, Pa., U.S.A.

An Honest Rose

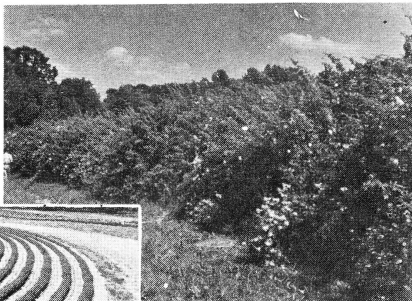
by JOHN MILTON

While reading an advertisement recently for one of the small foreign cars, I was struck by the obvious sincerity of the message, and by one phrase in particular—"This is an honest car." The car itself seemed to back up this claim, for it appeared to be sturdy, dependable and well made, and I was favorably impressed. In this connection, I could not help thinking of another expression which has, I believe, a good meaning for all of us . . . "handmade." I suppose our impression of it is favorable because what is handmade is thought of as being skillfully made, carefully made, pridefully made. Such things carry something of the maker in them—a part of his spirit and personality, and all of his desire to make it well. He knows that its quality will speak for his craftsmanship.

The more I thought of the matter, the more it seemed to me that our roses are an honest product, too. In fact, they are (with a kind assist from Mother Nature) practically handmade! I do not mean to imply that we do not use machines of one kind or another, such as plows, tractors, cultivators, sprayers and the like. But the art of rose growing is far from being what Industry calls "automation" or automatic manufacture by machines alone. Our one claim to this sort of procedure is a kind of electric eye which has always performed well and nobly without a human hand touching it . . . that is, the Sun on which our roses depend for energy.

However, good, honest rose growing does call for much hand work. The three pictures illustrate three areas of our work rather well. At the top right—a seed hedge from which we gather seeds by hand for use in growing some of our understocks. At the center—a field of seedlings on each of which an "eye"

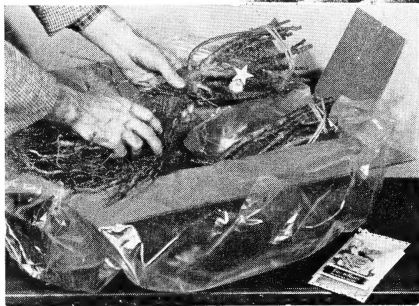
FROM THE SEED HEDGES



TO THE SEEDLINGS



TO THE
PACKAGED ROSES



how this job could ever be done automatically by machine, but equally incomprehensible things have happened! This work calls for two-man teams. One of the men, called the "tie-boy" (although he is no boy), precedes the second man

who is called the "budder." The tie-boy bends the seedling over and wipes the shank clean (the trunk just above the ground). The budder, using a very sharp budding knife, then cuts into the outer bark of the shank, making a T-shaped cut. Then, slicing an "eye" from the rose budwood which he is grafting, he inserts the "eye" in the T-cut. The tie-boy then fastens a special plastic patch or covering over the grafted "eye" to protect the graft from air and moisture until the "eye" actually grows onto the shank of the seedling. The "eye" will grow through the plastic covering, and a new rose plant comes into being.

or bud is grafted by hand. At the left—the end result, the package which you receive and which is packed by hand.

There are many other operations in growing roses which call for skilled use of hands, and, of course, of the knowledge, experience and personal interest of the man whose hands they are. Among these jobs are such as grading the roses, pruning them, labeling them accurately, storing them correctly and many more.

Of all these hand jobs, perhaps the most interesting to tell you about, and surely one requiring a most exacting kind of personal skill, is the budding operation. It is difficult even to imagine

You can readily see, I think, that I am right in calling our roses "handmade." You will at the same time understand, I am sure, that there is no shortcut to growing quality roses; and that in order to have the finest it is possible to grow, we must put into the growing all that is needed in the way of good growing practices, beginning with properly prepared soil and ending with the most modern packaging. And throughout, the dextrous use of skilled and knowing hands.

When you receive a box of our roses, you can plant them with confidence. They are honest roses.

SOME OF OUR ROSE GROWERS

It might be of interest to readers of Success with Roses to know something about a group of our rose-growing employees and the distinct contribution they have made, and do make, to our success as rose growers. We refer to the 25 or so Puerto Rican Americans who work with us, and to their special aptitude for the kind of work they do. From time to time in these pages, we have given you a thumbnail sketch of a member of our staff or of a department foreman. We are pleased now to spread the credit for good rose growing over a wider area by telling you about our Puerto Rican friends . . . how they came to us and why we're glad they did.

It all started in April of 1949. There was an emergency that spring in the fields, and we needed a dozen extra field hands in a hurry. Little did we know then that eleven years later we would still have with us some of that original group, and more besides! In effect, we "borrowed" that emergency crew from neighboring farms and mushroom growers. The men had been doing seasonal work there which had more or less ended,

and the switch from one employer to another was easily made. It was not long before we discovered that there were good reasons why our Puerto Rican American workers would turn into excellent rose growers once they had a little experience.

One reason was that in Puerto Rico they were used to farming and had a liking for outdoor work. Another was that they adapted themselves quickly to the demands of their new work. A very important reason lies in the physical make-up of the Puerto Rican American in general; for although he is relatively small in stature, he is

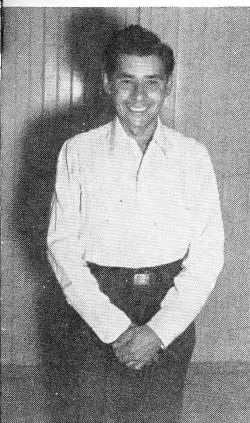
very wiry, seemingly tireless, and unusually quick in action. His hands, in particular, being small, are adept at such skilled jobs as rose budding which requires sure handling of a sharp knife, the bud tie and the delicate bud itself.

Although at first there was something of a language barrier (the native Puerto Rican American speaks Spanish), today communication is easy; for our islanders have taken readily to mainland America's way of life, many of them now speaking English quite well, many marrying and having families, most living in their own or rented houses whereas formerly they lived in camps or barracks, and just about all of them owning cars. All this is quite a change for the better for everybody concerned. Our Assistant Rose Grower, Ed



McCummings, for instance, recalls that once he actually "lost" 15 of his Puerto Rican American workers because of language difficulties. He'd told them to do a certain job in a certain field. When he went to check on them, he couldn't find them anywhere! They'd misunderstood his instructions and gone to a totally different area.

Under the leadership of one of their own number, who came to us first in 1949, our Puerto Rican American rose growers have successfully bridged the gap between life and work on their native island and in their adopted home state, Pennsylvania. They have made the transition with credit to themselves. Their leader, whose picture is at the left, is Francisco Feliciano, known to everybody as Frisco. The photo above shows a group of Frisco's men working with roses.



CALENDAR OF EVENTS AT STAR ROSES

MARCH 19-20

Spring Opening, Garden Center 1

MARCH 20 INTO MAY

Dormant rose plants for sale

MAY 7 UNTIL JULY

Potted rose plants for sale

JUNE 1-ALL SUMMER

Robert Pyle Memorial Rose Garden in bloom

JULY-SEPTEMBER

Rose fields in bloom

SEPTEMBER 10

Red Rose Rent Day celebrated

SEPTEMBER 15

Chrysanthemums in bloom

ALL SPRING

Living Catalog of Roses in bloom



★ *Four*
STAR

Golden Girl

... **GREAT**

NEW

Grandiflora

★**GOLDEN GIRL**

★**GOLDEN GIRL.** Grandiflora. (Meiland.) Plant Pat. 1912. You will not find anywhere a yellow rose to equal this splendid new beauty. The flowers are well formed and of good size—4½ inches across. You get many, many, many of them, for this vigorous plant is exceptionally productive. It looks good, too. Bushy, upright and well branched. There is a nice touch of perfume in the flower, another quality that's not hard to take. The bud is sleek and lovely. There's no doubt of it—Golden Girl is the best yellow rose today, the new classic in this bright, cheerful color. \$3 ea.; 3 or more, \$2.65 ea.

PINK PEACE
The Sensation of '59

★**PINK PEACE**



THESE 4 BEAUTIES

★**GARDEN PARTY**
★**GOLDEN GIRL**

★**PINK PEACE**
★**ROYAL VELVET**

Only \$10.60

Save \$1.40

ORDER OFFER 50

★**PINK PEACE.** H.T. (Meiland.) Plant Pat. 1759. We knew this one was good, but the country's gardeners took to it with such enthusiasm last season that we were truly amazed! It is enormously vigorous—tall, upright, well formed. Its strong canes bear a profusion of fine foliage, and each stem holds a huge, solid flower in rich, solid pink that does not fade. Each of the 60 or more petals is outlined delicately by the merest touch of lighter color. Strongly fragrant, too! Many flowers. A great new rose! \$3 ea.; 3 or more, \$2.65 ea.

Star® Roses
WEST GROVE, PA.

Magnificent ROSES

Royal Velvet

. . . Huge **NEW**
Ruby-Red Beauty

★**ROYAL VELVET, H.T.** (Meilland.) Plant Pat. 1911. A whopping, eye-popping new, ruby-red rose that's made of velvet and that keeps its gorgeous color. 55 to 65 thick, solid petals make a very substantial flower. Tall plant with strong canes and good foliage. Grows vigorously and bears the blossoms freely. The massive quality of the flower and the fine, rich, exciting color combine to give Royal Velvet impressive character. You'll find a great deal of garden pleasure with this new rose beauty. \$2.50 ea.; 3 or more, \$2.20 ea.

★**ROYAL VELVET**

★**GARDEN PARTY, H.T.** (Swim.) Plant Pat. 1814. Upholding the tradition of its parents, Peace and Charlotte Armstrong, this splendid rose also captured an All-America Award. Its big, finely sculptured blooms are a combination of soft pastel colors . . . its rich ivory at the center giving way to creamy tones and finally to a flush of apple-blossom-pink. Garden Party has 25 to 30 enormous, flaring petals, and blooms come in rapid succession on a tall, strong, vigorous plant. Handsome foliage adds to the attractiveness of the bush. You'll be charmed by the beautiful bud and the full richness of the open flower. \$3.50 ea.; 3 or more, \$3.10 ea.

I AM happy to bring to your attention on these and the next few pages some of the very fine Star Roses, Delphiniums and Mums which we are offering this spring. Your Star Rose catalog for 1960 is more complete; but you may order from these pages if you wish. The order blank lists all varieties still in supply. Hoping to serve you this spring and wishing you pleasure in your garden, I am

Sincerely,
S. B. HUTTON, President

GARDEN PARTY

All-America for 1960

★**GARDEN PARTY**

5 GRAND COLORS

- ★**CHRYSLER IMPERIAL**
(p. 10)
- ★**CONFIDENCE** (p. 10)
- ★**PEACE** (p. 9)
- ★**PINK PEACE**
- ★**WHITE KNIGHT** (p. 8)

Save \$1.60

Only **\$11.90**

ORDER OFFER 51

Every STAR ROSE GUARANTEED TO BLOOM

★**TORCH SONG**. H.T.
(Meilland.) Plant Pat. 1760.

Different! A most unusual smoky flame color which sets it apart. It glows with red-hot-poker vitality. Rich vermilion bud opens to stunning blood-orange-red flowers, each with 35 to 45 petals that curl outward gracefully. Long stems and many blooms make good cutting. Plant grows to medium height and is vigorous and well branched. Torch Song is a wonder. You ought to have it. \$2.50 ea.; 3 or more, \$2.20 ea.

★**TORCH
SONG**

★**WHITE KNIGHT**

4 Splendid Stars

★**PEACE**
★**TAPESTRY**
★**TORCH SONG**
★**WHITE KNIGHT**

Only **\$8.95**

Save \$1.55

ORDER OFFER 52

★**WHITE KNIGHT** (Message). H.T.

(Meilland.) Plant Pat. 1359. No other white Hybrid Tea rose has ever won the distinction of being an All-America Selection. It's the finest of its kind—exquisitely made, 5-inch flower in pure white which does not discolor. The plant reaches 3 feet and is free-blooming, vigorous and satisfying. The flowers are exceptionally long lasting in garden and vase. They make wonderful cutting. \$3 ea.; 3 or more, \$2.65 ea.


★**TIFFANY**



THE WORLD'S MOST FAMOUS ROSE

★PEACE

★PEACE. H.T. (Meiland.) Plant Pat. 591.

 Most popular, too! And with plenty of good reasons! Its superbly beautiful flowers are huge and well formed. The plant is exceptionally strong and rugged—an enormously vigorous grower that produces gorgeous buds and blossoms plentifully. They come on thick canes and stems from spring to frost. Peace has won top honors everywhere. Plant one or two yourself this spring and you will soon know at first hand just why this extraordinary rose is considered to be the finest rose of all time. \$2.50 ea.; 3 or more, \$2.20 ea.

★TIFFANY. H.T. (Lindquist.) Plant Pat.

 1304. Here's a rose whose picture almost lives up to the beauty of the flower itself! No picture ever does, you know, for nothing can equal Nature's own. Tiffany is noted for exquisite form and the wonderful quality of its coloring . . . a clear, soft pink blended with pale gold. 30 to 40 good-sized petals make up the graceful flower. Strong stems hold the profuse blooms. The plant is vigorous, reaches 3 to 4 feet and has plenty of good foliage. Deserves its All-America distinction. \$2.75 ea.; 3 or more, \$2.40 ea.

★TAPESTRY. H.T. (Fisher.) Plant Pat. 1812.

A hard-to-believe fantasy when you read about Tapestry . . . an amazing fact when you see it in real life! Imagine flame, yellow and copper tones mingling and mixing with each other without rhyme or reason . . . imagine the gayest of "crazy-quilt" roses. That's Tapestry! No two blooms alike—but all beautiful. Large 35 to 40-petaled flowers. Vigorous, low-growing bush produces lots of them. The picture gives only a hint of its real attractiveness. Oh, yes! It's perfumed! \$3 ea.; 3 or more, \$2.65 ea.

★TAPESTRY



4 COLORFUL STARS

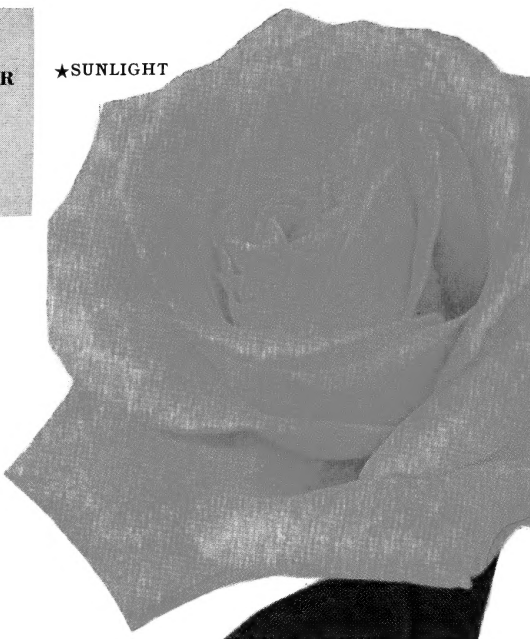
★CONFIDENCE ★PRES. EISENHOWER
★LOVE SONG ★SUNLIGHT

Only \$8.60

Save \$1.15

ORDER OFFER 53

★SUNLIGHT



★CHRYSLER
IMPERIAL

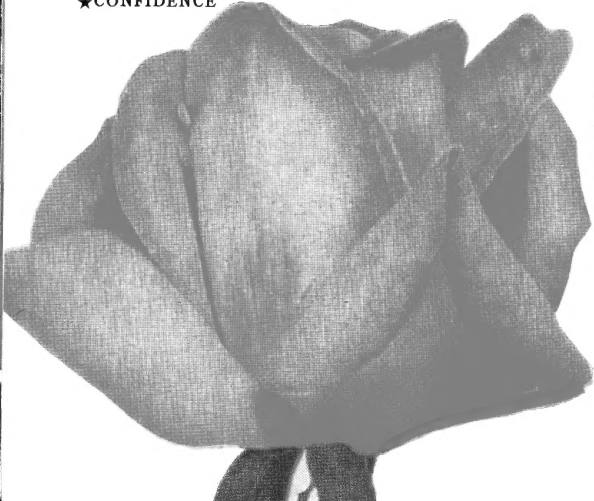
★CHRYSLER IMPERIAL. H.T. (Lammerts.)

Plant Pat. 1167. One of the great roses of our times and an All-America winner of true distinction. Gorgeous, rich red coloring—enormous, solid, shapely blooms—marvelously rich and enticing fragrance—these are the qualities which make Chrysler Imperial so outstanding. The sturdy, vigorous plant reaches middle height. The long-lasting flowers come one to the stem and make great cutting. You'll love this one, without a doubt. \$2.50 ea.; 3 or more, \$2.20 ea.

★CONFIDENCE

★CONFIDENCE. H.T. (Meiland.) Plant Pat. 1192. Confidence is a real delight with its soft, delicate blending of pastel pink and peach. And "magnificent" is the word for its huge, high-centered blooms. You can have blooms just like this next summer. They are wonderfully graceful and have big, flaring petals (28 to 38 of them). Confidence is a pleasure to behold, and a pleasure to smell. The plant is tall and stately in appearance—broad, upright and well proportioned. You can cut the flowers, and if you like to compete in rose shows you can go far with this splendid rose. It has won many honors and many friends. You'll enjoy having it in your garden. \$2.50 ea.; 3 or more, \$2.20 ea.

★PRESIDENT EISENHOWER



★**SUNLIGHT**. H.T. (Meiland.) Plant Pat. 1576. This is a large, 43 to 48-petaled rose with immense cheerfulness about it. The fine bud opens to a bloom that's all gold, but first exhibits a fascinating combination of Chinese yellow lightly washed with Mandarin red. From one to three of these flowers come to the stem, and always in free-blooming style. The plant is tall and grows in good proportion with vigor. It is healthy and good looking. Sunlight is also lightly fragrant. This is one of the better, newer yellow roses. \$2.50 ea.; 3 or more, \$2.20 ea.

**STAR
ROSES**
The
Conard-Pyle
Company
West Grove,
Penna.

★**PRESIDENT EISENHOWER**. H.T. (Hill.) Plant Pat. 1217. This solid red rose has established a fine character for itself . . . a rose with 35 to 40 big, red velvet petals . . . with shapely form . . . with nice fragrance. The plant is low to medium in height, vigorous and sturdy. Plenty of fat buds and handsome flowers. Dark green foliage adds to its beauty. \$2.25 ea.; 3 or more, \$2 ea.

3 GREAT STAR ROSES

★**CHRYSLER IMPERIAL**
★**PERFECTA**
★**TIFFANY**

Value \$8.75

Only \$7.70

ORDER OFFER 54

★**LOVE SONG**. H.T. (Fisher.) Plant Pat. 1360. One of the best bi-color roses in the world today . . . water-melon-pink with shining yellow reverse, two beautiful colors, one to each side of the petal. Exciting color like this, seen in the great size of the full-blown bloom, is out of this world! As many as 100 petals have been counted on Love Song! These splendid flowers are fragrant and come plentifully on the vigorous, sturdy bush. The foliage is waxy and beautifully green. With all this beauty and quality, is it any wonder that Love Song has been a best seller since its introduction 3 years ago? Better try one yourself! \$2.50 ea.; 3 or more, \$2.20 ea.

★**PERFECTA**. H.T. (Kordes.) Plant Pat. 1604. A pink and cream wonder! A delightful blending of pink or rose-red and cream in a big, delicious-looking flower which is high centered, well formed, graceful. These fine blooms come one to the stem and make excellent cutting. The plant is vigorous and has rich, heavy foliage and strong canes. It grows to middle height in the sturdiest manner imaginable. There is a delicate but intriguing scent which is an added quality. An outstanding rose with plenty of personality, Perfecta is relatively new in America, and if you don't have it, now is the time to get it. You'll enjoy this rose. \$3.50 ea.; 3 or more, \$3.10 ea.



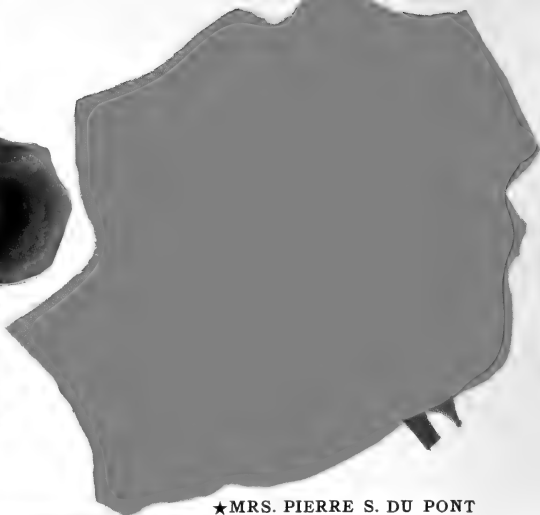
©
★**PERFECTA**



★**LOVE
SONG**



★CRIMSON GLORY



★MRS. PIERRE S. DU PONT

★**CRIMSON GLORY.** H.T. Famous deep red with magnificent form and pleasing scent. Free blooming, low growing, dependable. \$1.75 ea.; 3 or more, \$1.55 ea.

★**CHARLOTTE ARMSTRONG.** H.T. All-America winner with exceptionally long, slender buds, well-formed blooms. Long stems, good cutting. \$2 ea.; 3 or more, \$1.75 ea.



4 OLDER FAVORITES

★CHAR. ARMSTRONG
★CONDESA DE SAS-
TAGO
★CRIMSON GLORY
★MRS. P. S. DU PONT
Value \$6.75

Only \$5.90

ORDER OFFER 55

★**MRS. PIERRE S. DU PONT.** H.T. Golden yellow with well-formed buds and nice fragrant flowers. A charming old favorite that's still popular. \$1.50 ea.; 3 or more, \$1.30 ea.

★**CONDESA DE SASTAGO.** H.T. Bright bi-color of gay yellow and rose-scarlet. Many flowers. Sweet fragrance. Good vigorous plant. \$1.50 ea.; 3 or more, \$1.30 ea.

HYBRID TEAS • OTHER FINE STAR ROSES • FLORIBUNDAS

★**BETTY UPRICHARD.** Pearl-pink with long buds and spicy fragrance. \$1.50 ea.; 3 or more, \$1.30 ea.

★**BLANCHE MALLERIN.** Plant Pat. 594. Fine white rose with long, shapely buds. \$2 ea.; 3 or more, \$1.75 ea.

★**CHARLES MALLERIN.** Plant Pat. 933. Perfect, deep red blooms. Fragrant. \$2.50 ea.; 3 or more, \$2.20 ea.

★**CHRISTOPHER STONE.** Scarlet-crimson old favorite. Fine perfume. \$1.50 ea.; 3 or more, \$1.30 ea.

★**DUQUESA DE PENARANDA.** Copper-apricot beauty. Good plant, fine flowers. \$1.50 ea.; 3 or more, \$1.30 ea.

★**ECLIPSE.** Famous yellow with long, tapering buds, big blooms. \$1.75 ea.; 3 or more, \$1.55 ea.

★**EDEN ROSE.** Plant Pat. 1149. Huge pink, very fragrant. \$2 ea.; 3 or more, \$1.75 ea.

★**ETOILE DE HOLLANDE.** Colorful crimson, good form, fragrant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**MIRANDY.** Plant Pat. 632. Huge flower, deep wine color, fragrant. \$2.25 ea.; 3 or more, \$2 ea.



★**PRES. HERBERT HOOVER.** Scarlet, cerise, yellow and flame. \$1.50 ea.; 3 or more, \$1.30 ea.

★**SOEUR THERESE.** Buttercup-yellow. Many flowers, fragrant. \$1.50 ea.; 3 or more, \$1.30 ea.

★**SYMPHONIE.** Plant Pat. 958. Deep glowing pink. Huge flower. \$2 ea.; 3 or more, \$1.75 ea.

★**THE DOCTOR.** Satin pink with long buds. Fragrant. \$1.75 ea.; 3 or more, \$1.55 ea.



★**CIRCUS.** Plant Pat. 1382. Red, yellow, pink and orange. \$2.50 ea.; 3 or more, \$2.20 ea.

★**FRENSHAM.** Fine, deep crimson. \$1.75 ea.; 3 or more, \$1.55 ea.

★**LAVENDER GIRL.** Plant Pat. 1672. The only unfading lavender. \$5 ea.; 3, \$4.25 ea.

★**SUMATRA.** Plant Pat. 1572. Signal-red beauty. Fine plant. \$2 ea.; 3 or more, \$1.75 ea.

★**THE SWEETHEART ROSE.** Pink on yellow ground. \$1.75 ea.; 3 or more, \$1.55 ea.

★**VOGUE.** Plant Pat. 926. Soft coral-red. Shapely. \$2 ea.; 3 or more, \$1.75 ea.



GRANDIFLORAS

★**CARROUSEL.** Plant Pat. 1066. Deep garnet-red. Big blooms. \$2 ea.; 3 or more, \$1.75 ea.

★**MONTEZUMA.** Plant Pat. 1383. Brilliant rosy salmon. Fine form. \$2.75 ea.; 3 or more, \$2.40 ea.

★**QUEEN ELIZABETH.** Plant Pat. 1259. Beautiful clear pink blooms. \$2.50 ea.; 3 or more, \$2.20 ea.



CLIMBERS

★**BLAZE.** Masses of bright red flowers. \$1.50 ea.; 3 or more, \$1.30 ea.

★**GOLDEN SHOWERS.** Plant Pat. 1557. Big daffodil-yellow flowers. \$2.75 ea.; 3 or more, \$2.40 ea.

★**NEW DAWN.** Fragrant, blush-pink flowers. \$1.75 ea.; 3 or more, \$1.55 ea.

★**WHITE DAWN.** Best white climber. \$1.75 ea.; 3 or more, \$1.55 ea.



©

★IVORY FASHION

It's safe and easy
to order by mail
from Star Roses.



★FIRE KING

STAR FLORIBUNDAS *for Plenty of Color*

★**IVORY FASHION.** Plant Pat. 1688. All-America for 1959. Long, slender buds open to 4-inch flowers of fine ivory. Strong fragrance. 2½-foot plant. Good foliage. Each cane bears 5 to 10 flowers. \$2.75 ea.; 3 or more, \$2.40 ea.

★**GOLD CUP.** Plant Pat. 1683. All-America for 1958. Unfading yellow flowers, 3 to 3½ inches across. Nice form and fragrance. Vigorous, 2½-foot plant produces plenty of blooms. Solid buds and flowers. \$2.50 ea.; 3 or more, \$2.20 ea.

★**SARABANDE.** Plant Pat. 1761. All-America for 1960 and a winner of top awards in 5 other countries! Brilliant orient-red beauty with wonderful show of yellow stamens. Excellent grower. Long-lasting flowers. Clusters of them cover the low-growing bush. A blazing show of color. \$2.50 ea.; 3 or more, \$2.20 ea.

★**FIRE KING.** Plant Pat. 1758. All-America for 1960. Beautifully formed, fiery vermillion blooms load the tall bush. 45 to 50 petals; 3-inch flowers. Long lasting, with good cutting stems. Upright, lusty grower. \$2.50 ea.; 3 or more, \$2.20 ea.

4

All-Americas

★FIRE KING
★GOLD CUP
★IVORY FASHION
★SARABANDE

Save \$1.30

Only \$8.95

ORDER OFFER 56

★SARABANDE



★GOLD CUP

©



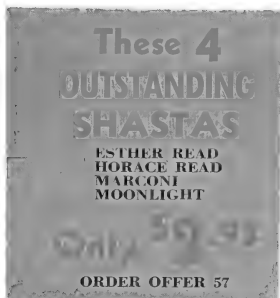
BEAUTIFUL COOL SHASTA DAISIES

These are perfect accent plants for any perennial garden . . . showy, snowy masses of bloom which give you much in return for the planting. Place them to set off the reds and blues and yellows of your other plants. Shastas are hardy, vigorous, wonderful bloomers and fine for cutting. Try them this year.

HORACE READ. This is the pure white beauty with the big, double, rounded blooms and the dark green foliage. It grows 18 to 24 inches tall on stout, erect stems and delivers many fine flowers. It's truly gorgeous! \$1 ea.; 3 for \$2.75.



HORACE READ



MOONLIGHT



MARCONI

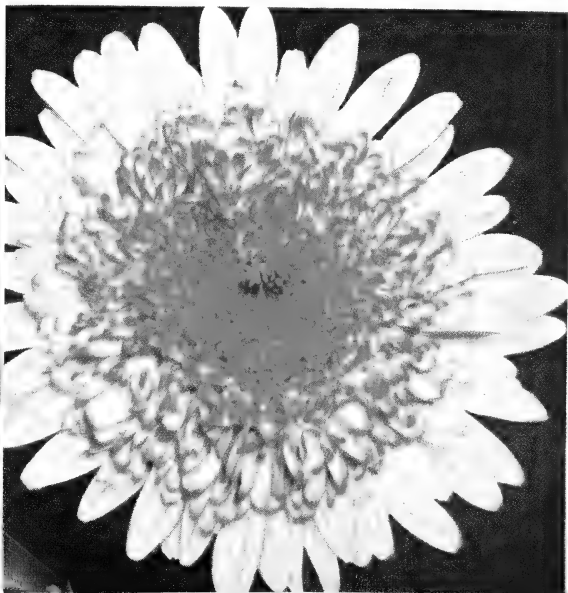


ESTHER READ

ESTHER READ. Broad, flat, pure white outer petals form a flower with a tight, compact center. Flower is 3 to 4 inches across. Wonderful 1½ to 2-foot plant blooms unceasingly almost all summer. You will like it. 75c ea.; 3 for \$2.

MARCONI. A very shaggy, extra-large flower with many rows of petals and a most attractive form. This is a tall grower—up to 3 feet—with loads of fine white flowers. It's too bad we can't show you the complete picture of this good Shasta Daisy. 75c ea.; 3 for \$2.

MOONLIGHT. This one is a little different from the other Shastas . . . a Daisy with large blooms which are pure white on the outside and golden at the center. It's a golden-hearted charmer with long stems. The flowers are long lasting. You'll have an abundance of fine blooms with Moonlight, and you'll love every one of them. \$1 ea.; 3 for \$2.75.



PACIFIC HYBRID STAR DELPHINIUMS

3 of one variety, \$1.50;
6 for \$2.75; 12 for \$4.95;
24 for \$8.95. For mixtures,
see offers.

ASTOLAT SERIES. Beautiful colors range from pale blush to deep raspberry-rose. Simply stunning!

BLUEBIRD SERIES. Richest shades of blue in long spikes with big florets.

SUMMER SKIES SERIES. Light blues with white "bees," like clouds in the summer sky.

KING ARTHUR SERIES. Royal purple florets, velvet textured. Long, graceful spikes of bloom.

GALAHAD SERIES. Heavy, glistening petals of pure white. Superb flowers. A real wonder!

BLUE JAY SERIES. (See picture next page.) Medium to dark blues, clear and rich.

GUINEVERE SERIES. Pink-lavender combination with white "bees." Beauty that's out of this world!



ASTOLAT

SUMMER SKIES



**1 EACH OF ALL 7
DELPHINIUMS**

Only \$2.95

ORDER OFFER 53

**4 EACH OF ALL 3
IN COLOR**

(see next page also)

Only \$4.95

ORDER OFFER 59

**3 EACH OF ALL 7
21 DELPHINIUMS**

Only \$7.85

ORDER OFFER 60

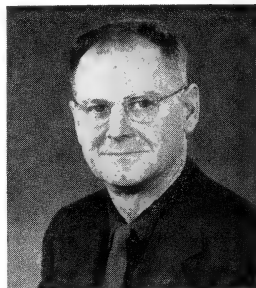
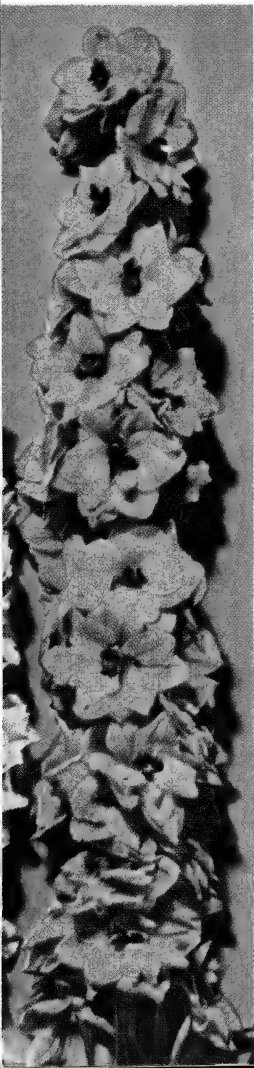
Here's How To Have Garden Color From Spring To Fall

by S. B. HUTTON, JR.

You might think that anyone who works as closely as I do with ornamental plants every day would have little inclination to have a personal garden. But the fact is that there is something about Delphiniums which is so attractive to me that I never fail to plant a few of them each spring close by the house where I can see them grow. My interest in the beauty of Delphiniums was vindicated a few years ago when on an impulse I entered one of my Delphinium spikes in the local flower show. I happened to be in the big Rose Barn on our property while the flower-show entrants were busy setting up their arrangements; and on the spur of the moment, it occurred to me to go home, cut a spike of Delphinium and enter it in the show. To my own surprise and the chagrin of some of the local ladies, my bloom won the award for

Best Specimen Flower!

BLUE JAY



My enthusiasm for this flower has remained steadfast. My liking for it, however, is closely challenged by a fondness for Shasta Daisies and Mums. These three are entirely different in character, and yet thoroughly worthwhile as garden plants because, taken together, they give you beautiful color from springtime to frost. I don't know of any other plant or combination of plants, except roses, which can offer so much and be so satisfying to the home gardener as Delphiniums, Shasta Daisies and Chrysanthemums.

Let me tell you why I like them separately—and then you will see why I think they are exactly right as a trio to plant in spring.

The Pacific Hybrid strain of Delphiniums comes in many tones and shades of blue and purple, as well as in white. The big spike of the flower is made up of many florets, or small individual flowers, each of which has at its center a small "bee" or spot of color which is usually of a contrasting shade. Imagine such a spike of beautiful color to be as long as 3 feet, and standing in the garden on a strong stem also about 3 feet in length. The effect is almost unbelievable . . . an ornament of Nature which always draws admiring comment about its wealth of color and its perfection of form. There's nothing niggardly about blooms like these either, for each spike, opening at the lower end first and then progressively upward, will give you its beauty for a whole month!

I like Shasta Daisies, on the other hand, for different reasons. Like the Delphinium, they have a personality—but of another sort . . . pure and shy, rather than bold and flamboyant. The flowers, depending upon the variety in question, are entirely white or white with a golden center—the general effect, however, being white as seen from a distance. These are frosty, cool flowers which offer the right accent for the blues of the Delphinium. Each of the two acts, in fact, as a natural foil for the other, which is why they are such naturals together in the garden. Growing to 1½ to 3 feet in height, the plant bears many flowers all during the summer, adding a suggestion of coolness to the garden. The blooms, some of which are composed of broad, flat petals in ordered rows and others of rounded petals which go every which way, are 3 to 4 inches across—sturdy, substantial flowers with long-lasting quality. They make fine cutting.

I have personally hybridized a number of Mums and am fond of them as a garden plant, too. Delphiniums and Shasta Daisies give me the color I like in the late spring and all-summer garden; but when mid-September comes, and from then until hard frost, there is nothing like the Mum for color. In addition to pinks and white, Mums provide real autumn colors—rich bronze, deep red, strong yellow, orange, coral, almost any color you can think of as being right for this time of year. The plants are durable, vigorous and easy to care for. They produce prolific quantities of flowers, enough for armloads of beauty for the house. Another thing with Mums—you can choose the neat Pompons, the Large-Flowered Mums, the exotic Spoons, the huge Football Mums, and now the new Harvest Giant Mums, according to your preference.

With these three plants in the garden—Delphiniums, Shasta Daisies and Chrysanthemums—the gardener has a variety of color from June all the way through until hard frost kills the last Mum. This is a long season, a worthwhile and rewarding one. Whenever I am asked for a suggestion on what to plant if the object is flowers and color range, I invariably give the same answer . . . "Delphiniums, Shastas and Mums."

4 Shasta Daisies (Offer 57, p. 14)

7 Delphiniums (Offer 58, p. 15)

● 8 Large-Flowered Mums (Offer 67, p. 20)

NEW! Harvest Giant Mums

NOW FOR THE FIRST TIME A NEW RACE OF FOOTBALL MUMS ESPECIALLY CREATED FOR GARDEN GROWING

GOLD DUST. Bright, lively golden yellow flowers come very freely on a bushy, compact plant. Flowers up to 5 inches across. Plant blooms about September 10. A beauty!

REDSKIN. This one is a showy, bright maroon or burgundy-red—magnificent! Flowers up to 5 inches across, many of them. First blooms come about September 25. You'll love Redskin!

INDIAN SUMMER. An outstanding bright reddish bronze beauty with huge 7-inch flowers that first appear about mid-September. Underside of petals is a golden color. Desirable!

SEPTEMBER SONG. Flowers continuously, like all Harvest Giants. Compact, bushy plant with 5-inch flowers of rose-pink. First blooms come about September 10. Very beautiful.

FULL MOON. White beauty with deep, in-curved flowers that reach up to 6½ inches across. Flowers about September 20. Provides blooms to accent and set off the other Harvest Giant colors. At least one needed in every garden.

**ALL 5 HARVEST GIANTS
FOR \$4.45**

ORDER OFFER 62

3 IN COLOR FOR \$2.85

ORDER OFFER 63

These amazing new Mums are exceptionally big—bigger than any others—with flowers up to 7½ inches across! Now you don't need a greenhouse to grow them. *It is important to pinch off the first buds in order to grow the biggest blooms.* Very strong growers, no special care. We offer them here for the first time! Plants them this spring for wonderful fall flowers. (Plant Patents have been applied for.)

\$1 ea.; 3 for \$2.75 (same variety)

THE CONARD-PYLE CO.

WEST GROVE, PENNA.



INDIAN SUMMER

FULL MOON



SEPTEMBER SONG





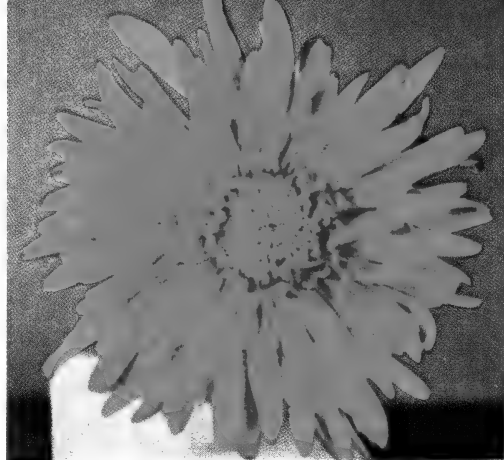
FLAIR



EMPEROR



PINK CHERUB



HEADLINER

HEADLINER. Plant Pat. App. For. Glowing terra-cotta-bronze buds open to walnut-coral blooms. Vigorous, 2-foot bush. Flowers are $3\frac{1}{2}$ inches or more across, each vibrantly beautiful. Headliner is an All-America for 1960. \$1.50 ea.; 3 for \$3.75.

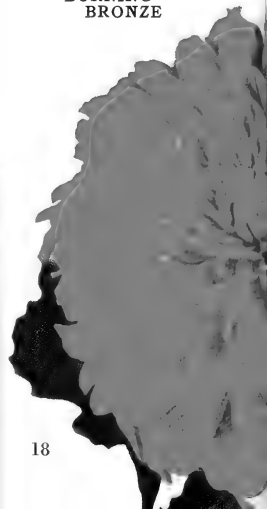
EMPEROR. Plant Pat. 1733. Magnificent yellow, a blaze of light from top to bottom. Big, double blooms; vigorous plant. Grows to medium height, with large, shapely spread. A dazzling All-America with plenty of fine flowers to offer you. \$1.50 ea.; 3 for \$3.75.

FLAIR. Plant Pat. 1874. Lively, rich shade of lavender that does not fade. Large $3\frac{1}{2}$ -inch flowers are perfectly formed and come plentifully on generously proportioned bush which is 18 inches high and 30 across. Another fine All-America. \$1.50 ea.; 3 for \$3.75.

PINK CHERUB. Plant Pat. App. For. A new All-America for 1960 . . . a neat treat in light purplish pink. Small 1 to $1\frac{1}{2}$ -inch flowers come in masses on the plant. Short, strong stems. Low, compact plant is 12 to 16 inches tall. Blooms continuously. Very weather resistant. \$1.50 ea.; 3 for \$3.75.

BURNING BRONZE. Plant Pat. App. For. Tangerine, bronze and orange medley of nice $2\frac{1}{2}$ -inch flowers that come freely on a $2\frac{1}{2}$ -foot bush. Glows with vitality and is magnetically appealing. You will cut many fine sprays for bouquets from this outstanding All-America Winner. Burning Bronze is a sample of a typically rich color provided by Mums to make your fall garden beautiful. \$1.50 ea.; 3 for \$3.75.

BURNING
BRONZE



ONE EACH OF

BURNING BRONZE
CRIMSON LADY
EMPEROR
FLAIR
MARDI GRAS
PINK CHERUB

\$6.95

ORDER OFFER 64

All-America WINNERS!

MARDI GRAS. Plant Pat. App. For.



Another 1960 All-America Winner . . . a big, 4 to 4½-inch beauty in a medley of strong reddish orange hues which turn to pleasing tones of bronze and yellow. Vigorous, compact bush, 1½ to 2 feet tall and 2 to 2½ feet across. \$1.50 ea.; 3 for \$3.75.

3 NEW WINNERS

HEADLINER
MARDI GRAS
PINK CHERUB

\$3.65

ORDER OFFER 65

RUBY KING. Plant Pat. App. For.



Bright, shining red flowers cover the low-growing bush. 15-inch plant has a spread of up to 18 inches. It's shapely and compact and thoroughly beautiful. Makes a wonderful display right up to hard frost. An All-America Winner with tremendous eye appeal. \$1.50 ea.; 3 for \$3.75.

SHOWPIECE. Plant Pat. App. For. Royal rose



heightened by silver-mist touches. Huge flowers are full and shapely. Long 2 to 2½-foot stems. Fine cutting, and some flowers will be 5 inches across! An All-America Winner, of course. \$1.50 ea.; 3 for \$3.75.

GIRL FRIEND. Plant Pat. 1791. Changes from



shell-pink to Venetian pink and then to coral-rose as the weather gets colder. Loaded with 3½-inch blossoms on long, 28-inch stems. You'll have these blushing beauties from mid-September on. An All-America Winner. \$1.50 ea. 3 for \$3.75.

CRIMSON LADY. Plant Pat. 1875. Wonderful,



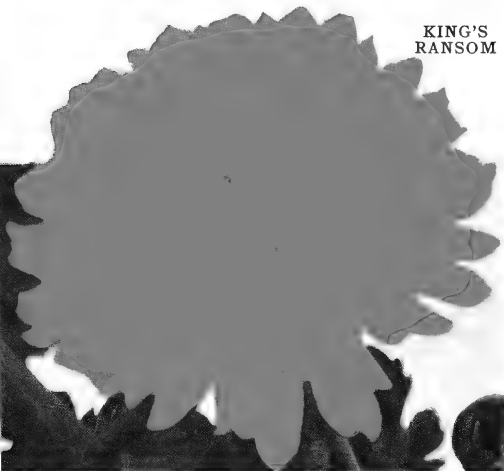
very double flowers in brilliant red are firm and neat looking. The color is exceptionally bright and attractive. The low-growing bush—14 to 16 inches high—is covered with flowers. Plant is compact and shapely, with fine foliage. Crimson Lady is sensationally beautiful, a great All-America Winner. \$1.50 ea.; 3 for \$3.75.

LOOK FOR THE ALL-AMERICA
MUM SELECTIONS TAG. IT
IDENTIFIES A WINNER.





LAVENDER LADY



KING'S
RANSOM



BETTY



CARNIVAL

LARGE-FLOWERED MUMS

CARNIVAL. Vivid burnt-orange bloom that's big and double. Plenty of bright flowers with this one. Gay and exciting. A fine fall color.

LAVENDER LADY. Delicate lavender with good form and plenty of flowers. This is a delightful beauty that's always nice to have.

KING'S RANSOM. A fat butterball of a bloom and lots of them. They're solid gold. Large, fully double flower is bright and cheerful.

BETTY. Outer petals of fine, clear pink frame a darker center. Large blooms are hardy and long lasting. This is a garden favorite.

APACHE. Many large, double blooms of the most gorgeous red. Note the long, slim petals and the richness of coloring. The plant has great vigor.

**8 LARGE-FLOWERED
MUMS IN COLOR**
\$4.95

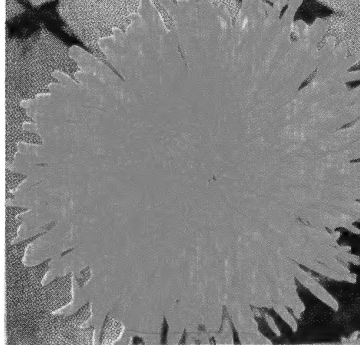
ORDER OFFER 67



APACHE



BURGUNDY



LEE POWELL

**ALL MUMS IN COLOR
ON ALL 5 PAGES**

\$15.95

ORDER OFFER 68

BURGUNDY. Deep wine-red color with broad, flat petals. A real husky with splendid, rich-looking blooms. Very fine in every way.

LEE POWELL. Soft yellow tones in big flowers that come in great profusion. A fine large-flowered Mum that's worth having.

FLAMBOYANT. Fascinating blend of orange, yellow and copper-red that sparkles with richness and rare beauty. Exciting.

**All Mums on these two pages,
75c ea.; 3 of one variety, \$2**



FLAMBOYANT

WHITE SPOON. Big, lacy, all-white flower with icicle-like spoons. Dainty and highly interesting.

YELLOW SPOON. Many-quilled flower in clear, crisp yellow, utterly fascinating and delightful.

ROSE SPOON. Rose-tipped pink, quill-like petals and golden center. A wonderful flower.

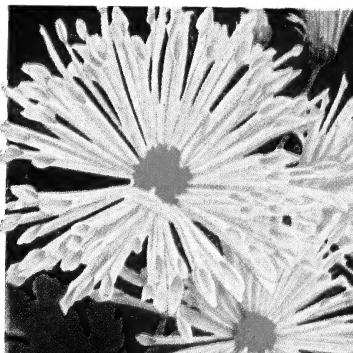
SPOON MUMS

All 3 SPOONS Just \$2.00

ORDER OFFER 69

ROSE SPOON

YELLOW SPOON





It All Happened at

ANNUAL GARDEN CLINIC

Hundreds of interested gardeners attended our Annual Garden Clinic on September 20 at the Red Rose Barn. There to answer their questions and to demonstrate ways and means to better gardens were representatives of such nationally known firms as DuPont and the makers of Weedone, Hollytone and other products. A good many people brought in samples of their garden soil for a free acidity test. Everybody was given a free rosebud. This event is becoming more and more popular each year. Below is a typical scene at one of the demonstration booths.



TWO NEW STAR ROSES WIN ALL-AMERICA AWARDS

We are delighted to be able to mention that two more Star Rose introductions have won All-America Rose Selections Awards—Sarabande and Fire King, both of which are 1960 winners. Three of our roses have won the most wanted award in rosedom, the All-America, since 1958. White Knight took the honor that year.

Both of the current winners are Floribundas. You'll find descriptions of them on page 13 of this issue of Success and even fuller ones in your Spring catalog. Sarabande is one of the "winningest" roses of modern times. Before taking the All-America in the U. S. A., it won the Gold Medal at the famous Bagatelle Gardens in France; the First Certificate in Rome, Italy; the Gold Award in Madrid, Spain; the Gold Medal at Geneva, Switzerland; the "Most Beautiful Rose of France" Award at Lyons, France. It has since picked up the City of Portland Gold Award. Fire King came in second to Sarabande in several of the competitions mentioned.

JOHN LEMON ELECTED VICE-PRESIDENT OF AARS

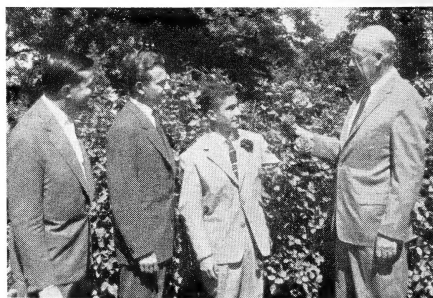
Our own John Lemon, Vice-President in charge of Star Rose Licensee operations, has been honored by the All-America Rose Selections membership which elected him to a Vice-Presidency. Membership in this elite group of American rose growers is

STAR ROSE PEOPLE GET AROUND

Sitting safe and snug in your own little corner of the world is no way to broaden your outlook or to learn much about the business you're in. This being so, our own Star Rose executives may be said to be a very enlightened lot, for several of them did quite a bit of business traveling during the past year. President S. B. Hutton, Vice-President S. B. Hutton, Jr., Vice-President John Lemon and Garden Center Manager Hiram Johnson all made separate and independent trips to the West Coast. Actually, John Lemon made the trip on two occasions. George Hart, our Rose Consultant, flew to Texas where he spoke at the annual meeting of the Texas Nurserymen's Association. Most of the West Coast trips centered in the rose-growing areas of California and Oregon, and their purposes ranged from the presentation of our two All-America Winners for 1960 to the press, to observation of western rose-growing methods. Hiram Johnson's trip included visits to numerous California garden centers. Other ports of call during the year by our staff members included Chicago, New York and many more, the business being annual conventions of nurserymen, meetings of the All-America Rose Selections and the like.

MEILLAND VISITS STAR ROSES

Alain Meilland, son of the late Francis Meilland, great French rose hybridizer, and two of his business associates were our guests at Star Roses last summer. While in America, they visited numerous points of interest, including Niagara Falls and the Grand Canyon. They became acquainted with hot dogs and hamburgers, western saddles and a home-grown earthquake. After a 10,000-mile tour, they returned to West Grove in time to attend the formal presentation here of four new Meilland roses on the occasion of Red Rose Rent Day. From the right, below: S. B. Hutton, Alain Meilland, Raymond Richardier and Michel Tournier.



tantamount to universal recognition as an outstanding expert on roses. Being an officer puts icing on the cake. We knew about John Lemon's calibre all along. His many friends across the country will applaud his election.



S. B. HUTTON, JR. ELECTED

S. B. Hutton, Jr., Vice-President and General Manager of Star Roses, and known throughout the nurserymen's world as "Beany," has been elected to a Directorship of the American Nurserymen's Association. (Editor's Note: as we see it, the power cog of our local machinery has become a Big Wheel nationally.)

RED ROSE RENT DAY

The 228th anniversary of Red Rose Rent Day was observed here on September 12, 1959, with suitable pomp and circumstance and a great deal of holiday-type interest on the part of everybody concerned. There was a sort of festive air to the occasion which was contributed to by the day itself, which was ideal, and by the 1500 or so people who attended, all of whom had at least one thing in common—an interest in roses.

Many of them brought picnic lunches and ate in the Grove, many more purchased box lunches at the big Rose Barn, while 150 special guests lunched at famous old Red Rose Inn.

After lunch, all congregated at the tent under the tall trees for the rent-paying ceremony and the formal introduction of four new Star Roses. Mr. George R. Clark, President of the Pennsylvania Horticultural Society, representing Star Roses, paid the rent of one red rose to Miss Amy Penn-Gaskell Hall, a direct descendant of William Penn.



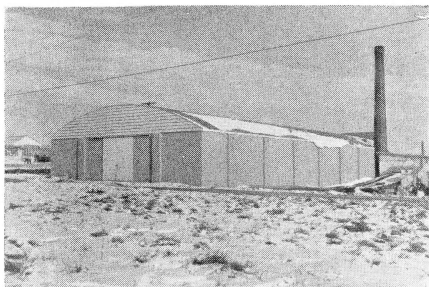
We were fortunate in having with us Alain Meilland from France, the son of the late Francis Meilland, famous French hybridizer of roses. Our new roses, all of which are Meilland originations—Royal Velvet, Fire King, Golden Girl and Sarabande—were introduced in that order by Mrs. Frederick Lang of the Potomac Rose Society, Mr. Fred S. Glaes of the American Rose Society, Mrs. Edwin Montgomery of the West Grove Garden Club, and Mrs. M. R. Sinclair of the West Jersey Rose Society.

The photo shows, left to right: Mrs. Lang, Mrs. Montgomery, Alain Meilland, Mr. Glaes, Mrs. Sinclair.

It was a grand occasion which was thoroughly enjoyed by all.

BIGGER-BETTER ROSE STORAGE FACILITIES READY

In our efforts to serve you better, we don't stand still. A sample of our steady forward movement is the building shown below—new, larger storage facilities all under a single, shiny aluminum roof. There was a race against time to complete the new building before the rose harvest, and we won! What the new building means to you may seem



remote. However, it enables us to keep even better control over conditions of humidity and temperature, which is necessary in the proper storage of roses from harvest time to shipping time. In short, it helps us to keep our quality standards high; and this, in turn, is a benefit to you. This building, along with our already streamlined shipping facilities, gives us greater efficiency from the field to the post office—a strong step ahead.

MOVING DAY NOT FAR AWAY

Over the years, many of you have visited us at West Grove and have, perhaps, seen or been in our office. It should interest you, and perhaps others, too, to know that now after all those many, many years, we are abandoning the old stable and carriage house which has been our office and will soon be moving into a modern glass, steel and aluminum building. Quaintness may have its virtues, but it seldom is efficient; and in these days of speed, efficiency is a necessity. So—we give up the stable, the harness room, the hay loft and the carriage house in favor of all-on-one-floor modernity complete with acoustic ceiling, fluorescent lighting, air conditioning and the rest . . . a building designed for its purpose, which is to handle our business with you better and better. We are looking forward to moving day.

ALL-IN-ONE-DAY

Many people who came to see our rose fields in bloom last July through September went from here to famous Longwood Gardens, only a few minutes away; and from there to the wonderful, formal rose gardens of the Church Farm School, a half hour farther on. It's a satisfying all-in-one-day tour.



★RED IMP



★BABY GOLD STAR

MINIATURE ROSES

★**RED IMP.** Plant Pat. 1032. Very popular, deep, unfading crimson. Excellent form. Up to 60 petals.

★**BABY GOLD STAR.** Only true yellow Miniature. Slightly larger than others. Note finger ring.

★**CINDERELLA.** Plant Pat. 1051. Dainty white touched with pink. Well-formed, 1-inch flowers.

★**SWEET FAIRY.** Plant Pat. 748. Rich pink in the bud, apple-blossom-pink in the flower.

★**TINKER BELL.** Plant Pat. 1293. Bright pink, long-lasting flowers. Excellent form.

ALL MINIATURES. \$1.25 ea.; 3 or more of same variety, \$1.10 ea.; 25 or more, \$1 ea.; 50 or more, 90c ea.

★MINIATURE TREE ROSE, MIDGET



★CINDERELLA

ALL 5 MINIATURES

Only \$5.45

ORDER
OFFER 70

ALL 3 IN COLOR

★ Red Imp ★ Baby Gold Star ★ Cinderella

Only \$3.30

ORDER
OFFER 71

All 3 in Color Only \$5.95
Plus Miniature Tree (Midget)

ORDER
OFFER 72

Miniature Tree Roses

Illustrated is Midget. Other varieties available are Baby Gold Star, Bo-Peep, Cinderella, Red Imp, Sweet Fairy and Tinker Bell. One-foot trunk holds same flowers as other Miniatures have. Note the picture. \$3.50 ea.; 3 or more in assorted varieties, \$2.95 ea.

